

2025 EQUALLY WELL CONFERENCE SPONSORSHIP PROPOSAL



2025 EQUALLYWELL
CONFERENCE
Equally Well for all - working together

20-21 November 2025
Pullman Hotel, Adelaide, SA



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ABOUT US

Equally Well Australia is committed to improving the physical health of Australian's living with mental illness through a collective effort to address the disparities and challenges within the Australian healthcare system. With a steadfast dedication to promoting mental and physical health equity, Equally Well Australia seeks to reshape the narrative surrounding equal health-care.

As a collaborative initiative, Equally Well Australia brings together diverse stakeholders, including healthcare professionals, policy-makers, advocacy groups, and individuals with lived experience (both consumers and carers). The organization envisions a healthcare landscape where every Australian, irrespective of background or circumstance, has equal access to

high-quality mental and physical health services.

Through innovative programs, strategic partnerships, and evidence-based practices, Equally Well Australia strives to dismantle barriers to healthcare, challenge stigma, and foster a culture of inclusivity.

*Create love stories,
not heroes and villains.*

Taimi Allan, Mental Health
Commissioner for SA





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OUR EVENT

The Equally Well national event brings together a broad array of people from across the mental health sector to share innovative projects and research from Australia and overseas; people with lived experience, academics, health leaders, clinicians, policy officers and advocates. The event also offers workshops for skill development and networking opportunities to identify

areas for collaboration.

Your sponsorship will ensure this national event is accessible by everyone as a free event.

The event program has been designed to support and encourage participation from the participants, so they drive and inform the discussion in all sessions. This

includes the panel discussions and workshop sessions on both days. The outcomes of the workshops will be brought back to the main group for further discussion and integration into a Communique for release and publication along with potential post event webinars.

Lived Experience experts will lead the conversation in a open to clinicians, researchers, advocates, educators, service providers, policy makers and anyone keen to share strategies and case studies about:

- Positive actions taking place to improve physical health outcomes for people in the mental health system
- Barriers and challenges that prevent advancement of physical health needs for people living with mental health challenges
- Insights and opportunities to take the Equally Well movement forward in achieving its aim of closing the life expectancy gap for people living with mental illness.





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EVENT DETAILS

20 November 2025	Conference Opening - First day Networking Function
21 November 2025	Conference - Second day
Location	Pullman Hotel, Adelaide, South Australia

HIGHLIGHTS

During the 2025 Conference we will be hosting a number of events to celebrate work being undertaken by Equally Well and our partners (tbc);

- **Equally Well Achievement Awards** - these awards are an opportunity to recognise projects and activities being undertaken by organisations or individuals who are making an impact in improving the physical health outcomes of people living with mental illness.
- Launch of the **Equally Well Call to Action**.
- Launch of the third **Data linkage project**.

ATTENDANCE

Across our four previous national events, we received nearly 1,000 in-person registrations. Across 2 of these events, we have recorded over 1,500 virtual attendees. Delegates who attend the events are from across all Australian states and territories and include international delegates as well.

This year's conference will again provide an in-person and virtual experience and all presentations in the auditorium and 2 concurrent sessions will be recorded and available as free resources on the Equally Well website.

Every event we conduct a survey to measure engagement and to improve upon the event. In 2024, 44% of the delegates responded. Following is a breakdown of the profile of the attendees from 2023/24.

	2024	2023
Lived experience of my own mental ill-health and recovery (consumer)	36%	28.4%
Lived experience of supporting someone with mental ill-health and recovery (carer)	33%	3.4%
Health care professional	25%	30.7%
Representing an educational organisation	8%	3.4%
Representing a national organisation	8%	5.7%
Representing a government agency	8%	14.8%
Representing a not-for-profit / non-profit / community-managed organisation	14%	5.7%
Representing a Primary Health Network	2%	6.8%
Other professional body or organisation	0%	1.1%



OPPORTUNITIES



NETWORKING

Our participants love to be social and all networking events are free. Meet and mingle at our networking events, make connections about your organisation and explore new opportunities for collaboration.



SOCIAL MEDIA

The social media reach in 2024 focused on live engagement with participants. As there are no comparable stats available the data from our 2023 event have been provided; 38.5 million impressions tagging #EquallyWellAu23, resulting in a huge reach over our 3 day event.



PROMOTIONS

An event correspondent will cover all the key presentations and discussions during the event and produce daily updates to be shared on the Equally Well News Blog page and our social media channels and our regular email newsletter distributed to over 700 subscribers. We encourage our participants to share the event through their supporter networks as well.



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SPONSORSHIP



Platinum Sponsorship **\$15,000** (1 available)

- Naming rights to the networking function
- Short address at the networking function
- Branding on the “Sponsors Banner” displayed throughout the event and networking function
- Branding on the website with link to your website
- Branding on all event official material, including program, emails, newsletters, social media promotion, flyers and media releases
- Branding on the event PowerPoint holding slide
- Branding in book of proceedings
- Acknowledgment in the book of proceedings
- Event promotional stand

A proportion of all sponsorships will go towards supporting people with a lived experience (consumers and carers) to attend the event.

*Promotional stands to be organised and staffed by sponsoring organisations.



Executive Sponsorship \$10,000

- Branding on the “Sponsors Banner” displayed throughout the event and networking function
- Branding on the event website with link to your website
- Branding on all official material, including program, emails, newsletters, social media promotion, flyers and media releases
- Branding on the event PowerPoint holding slide
- Branding in book of proceedings
- Acknowledgment in the book of proceedings
- Event promotional stand



Supporting Sponsorship \$5,000

- Branding on the “Sponsors Banner” displayed throughout the event and networking function
- Branding on the event website with link to your website
- Branding on the event PowerPoint holding slide
- Branding in book of proceedings
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Contributing Sponsorship \$3,000

- Branding on the “Sponsors Banner” displayed throughout the event and networking function
- Branding on the event website with link to your website
- Branding on the event PowerPoint holding slide
- Branding in book of proceedings
- Acknowledgment in the book of proceedings

A proportion of all sponsorships will go towards supporting people with a lived experience (consumers and carers) to attend the event.

*Promotional stands to be organised and staffed by sponsoring organisations.

THANK YOU

For further information on
sponsorship opportunities
please contact:

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